



The organic Market in France

BIOFACH

Organic market session
13th February 2019

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A National platform for information and action planning dedicated to the developpement of organic sector.

3 missions



It informs of the trends in production, market and consumption in France and around the world



It raises awareness of the general public on organic agriculture and its products and supports educational and citizen actions.



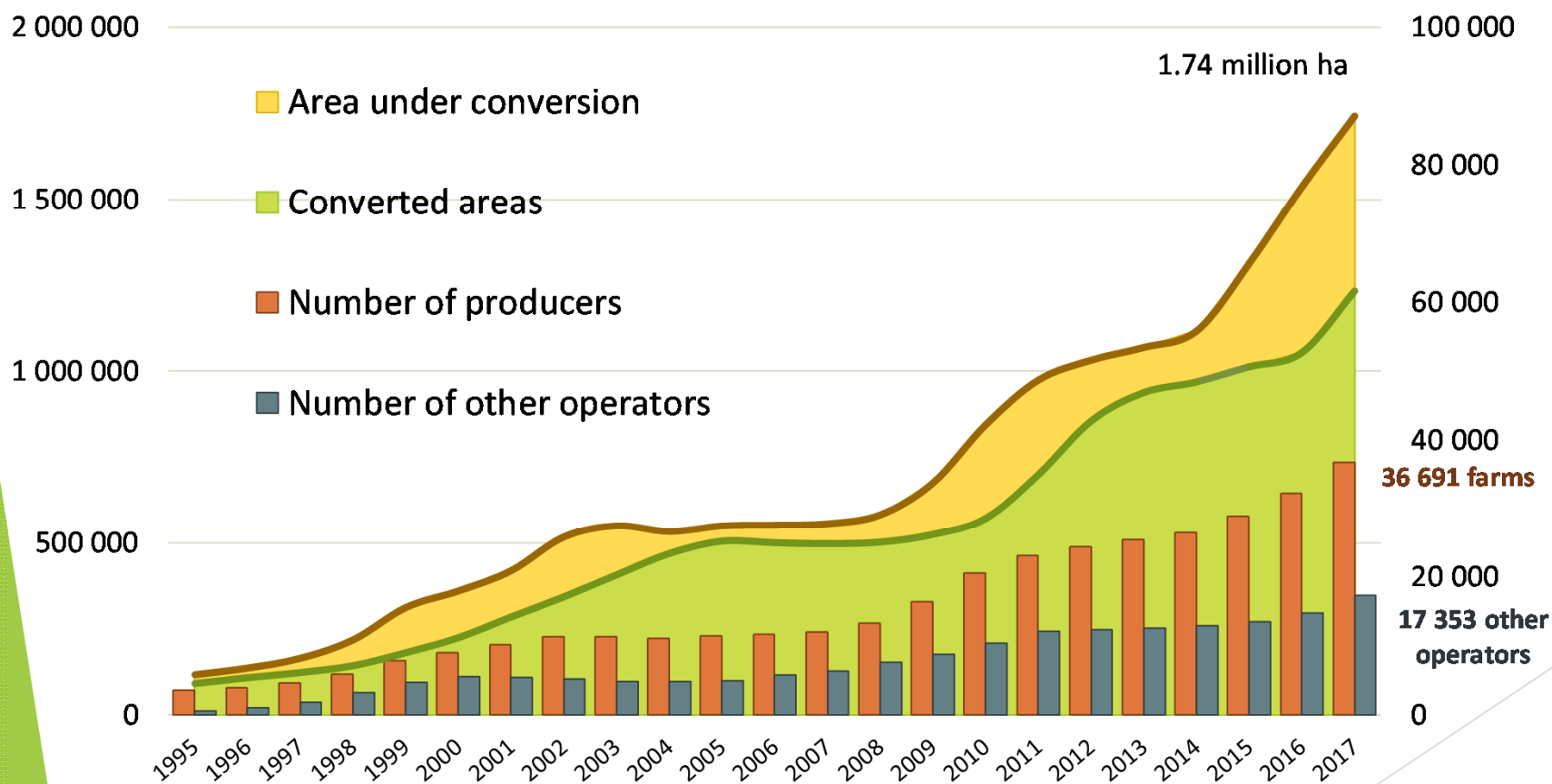
It fosters cooperation between producers processors and distributors and helps structuring the organic sector via the « avenir bio » Fund.

Evolution of the French organic sector

Source : Agence
BIO/Control bodies

Certified area (ha)

Number of operators

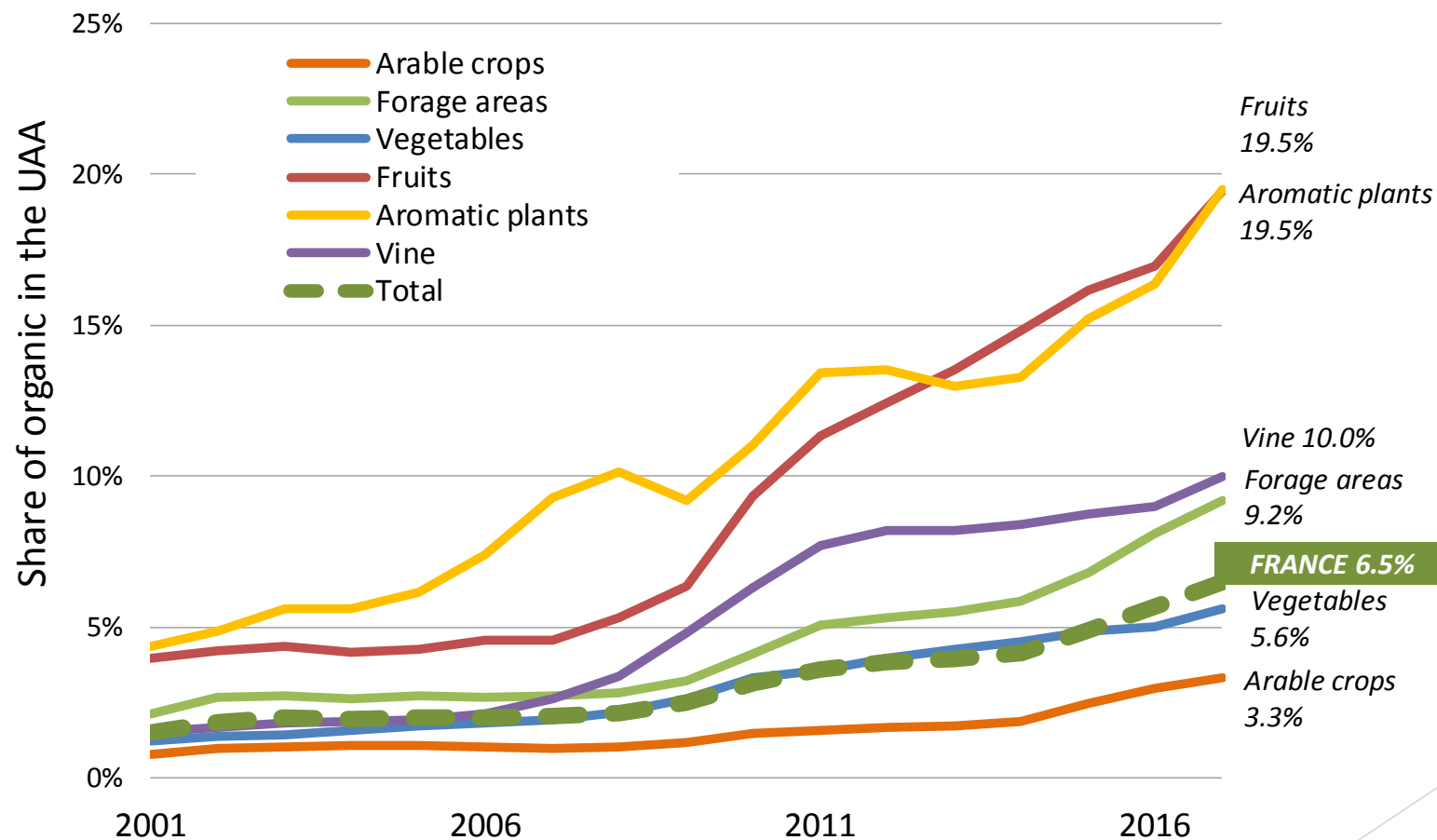


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Evolution of the organic share of the UAA

Source : Agence
BIO/Control bodies

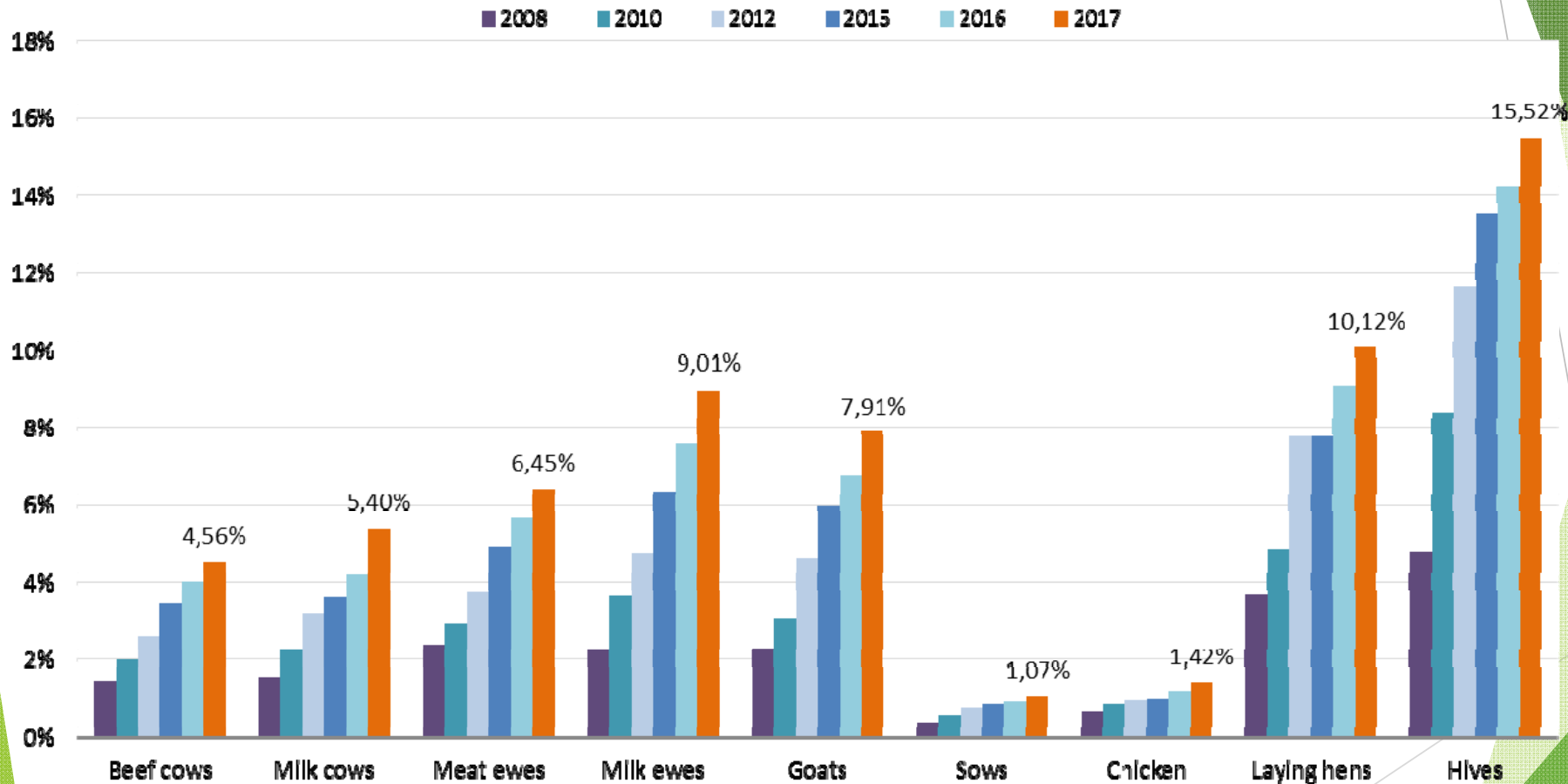


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Evolution of the organic share of the livestock

Source : Agence
BIO/Control bodies
Agreste

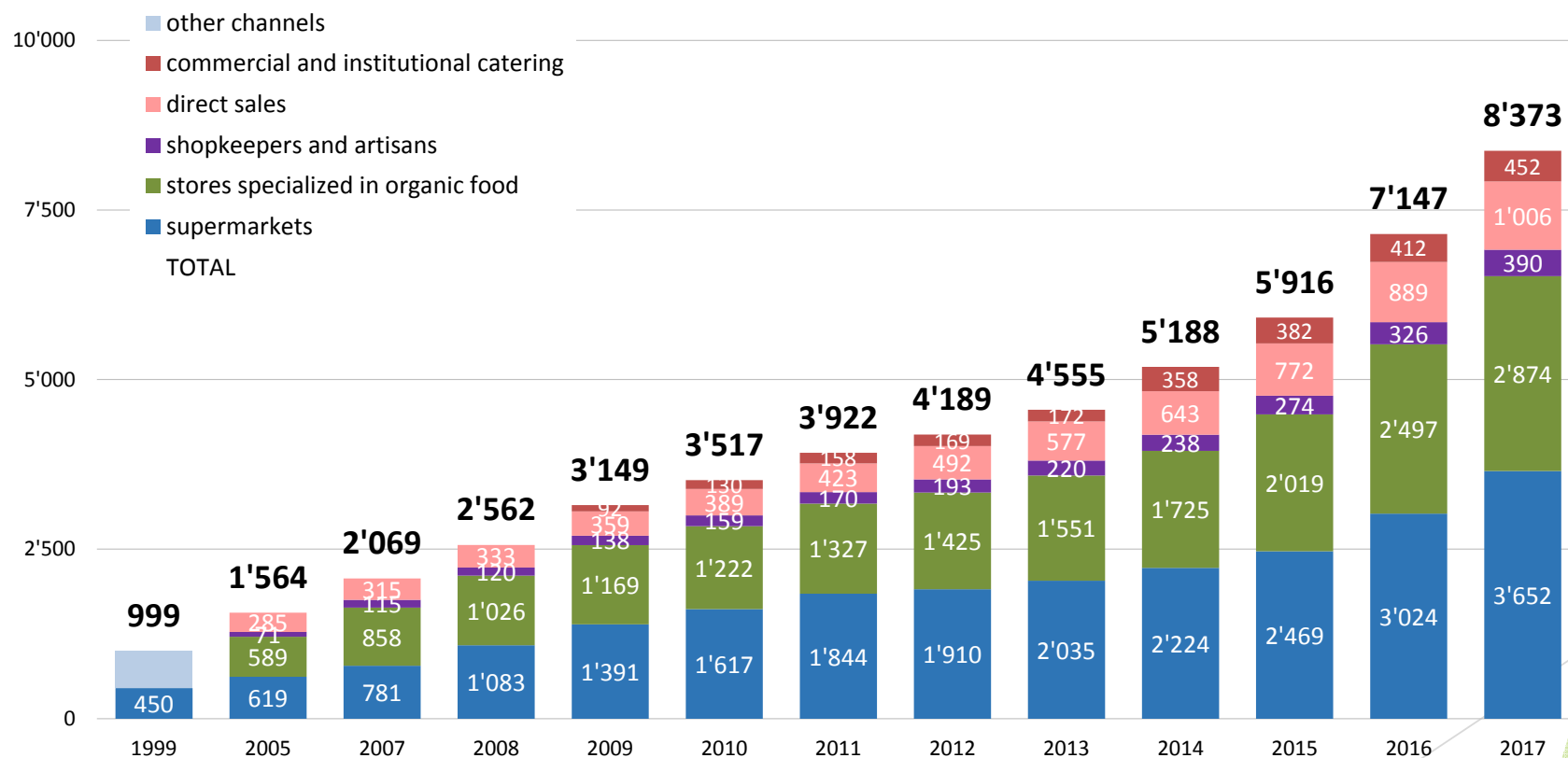


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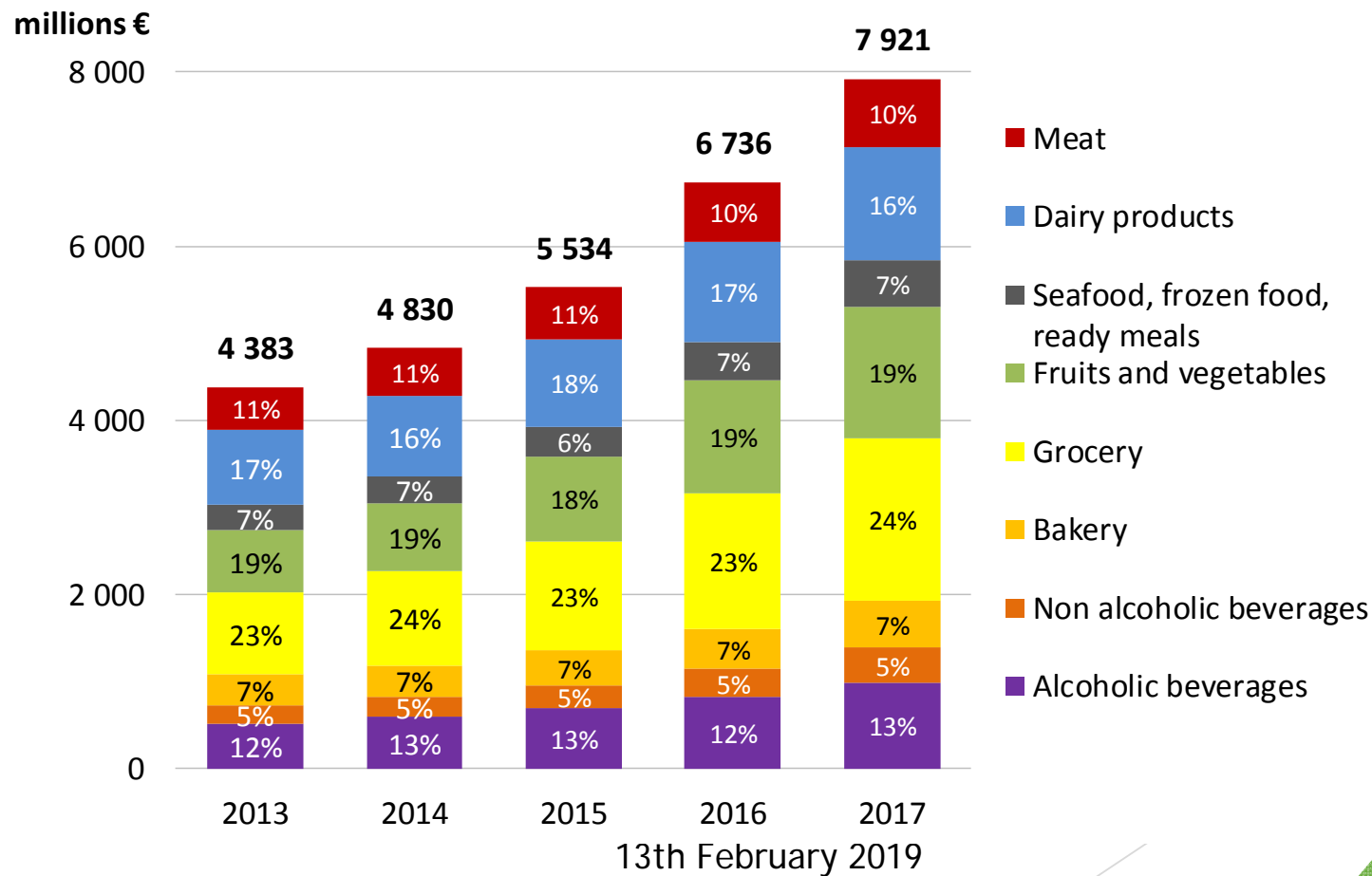
French Organic Market: 8.3 billion €

Source : Agence BIO/
ANDi

Sales million €



French Organic Market



4.4% of food household consumption is organic

FRENCH CONSUMERS AND THE ORGANIC SECTOR

Source : Agence BIO/
CSA Research



FRENCH CONSUMERS GOING ORGANIC



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Prospects for 2018 and 2019

- ▶ Around 9 billion euros sales in 2018 (including to catering and restaurant) + 15% / 2017.
 - Organic fruits and vegetables and grocery (sweet or salted) are still the main drivers
 - Supermarkets: organic sales increase by 21 % in the first half of 2018
 - Specialized stores: sales increase by 12%
- ▶ Around 2 millions hectares organic (1/3 conversion)
- ▶ Millennial's consumers (18 to 25 year old) seek meaning, like to rally around important causes and increasingly look for authenticity.

Let's meet !

On our booth Hall1-213 Hbis

► In Paris - June 18th
International Seminar

Organic and environment
Organic and social responsibility
How to provide the consumer the
answer he's expecting ?



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